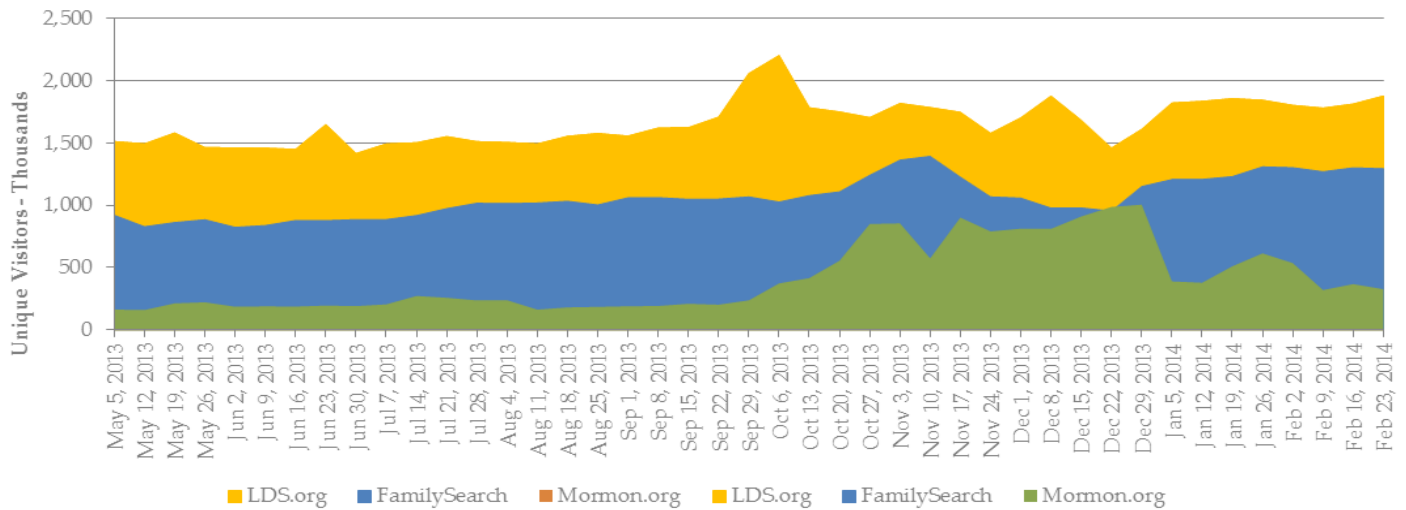
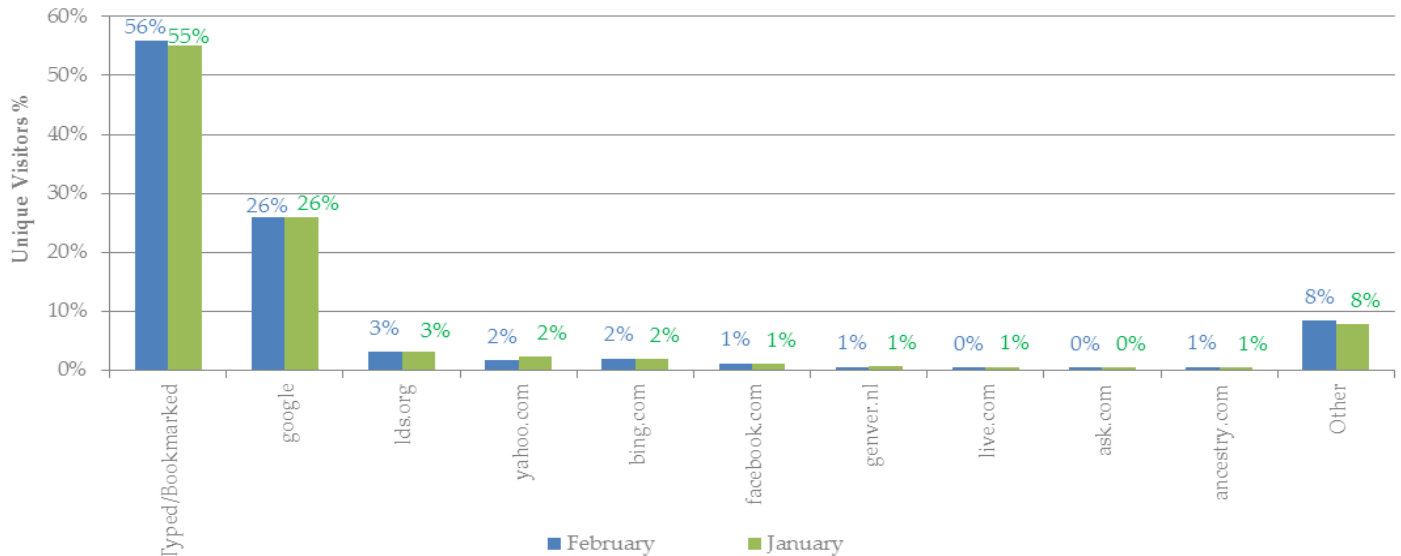


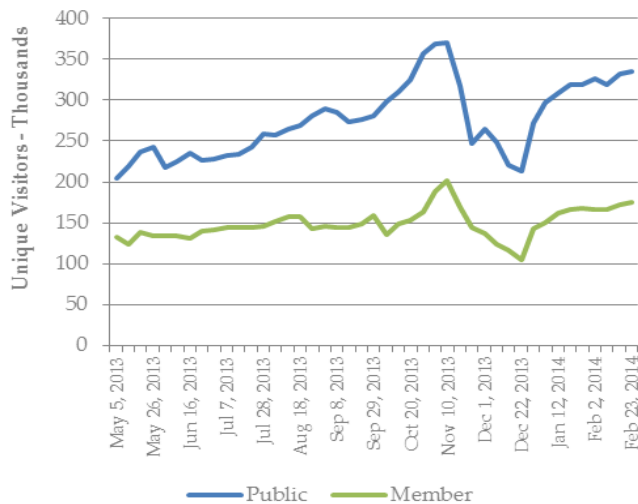
Weekly Comparison of Selected Church Sites



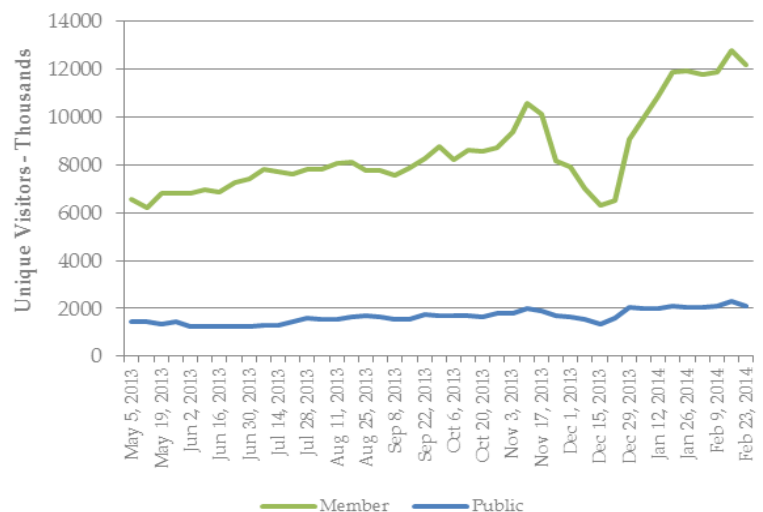
Top 10 Ways Users Accessed FamilySearch Homepage



FamilySearch Member/Public*

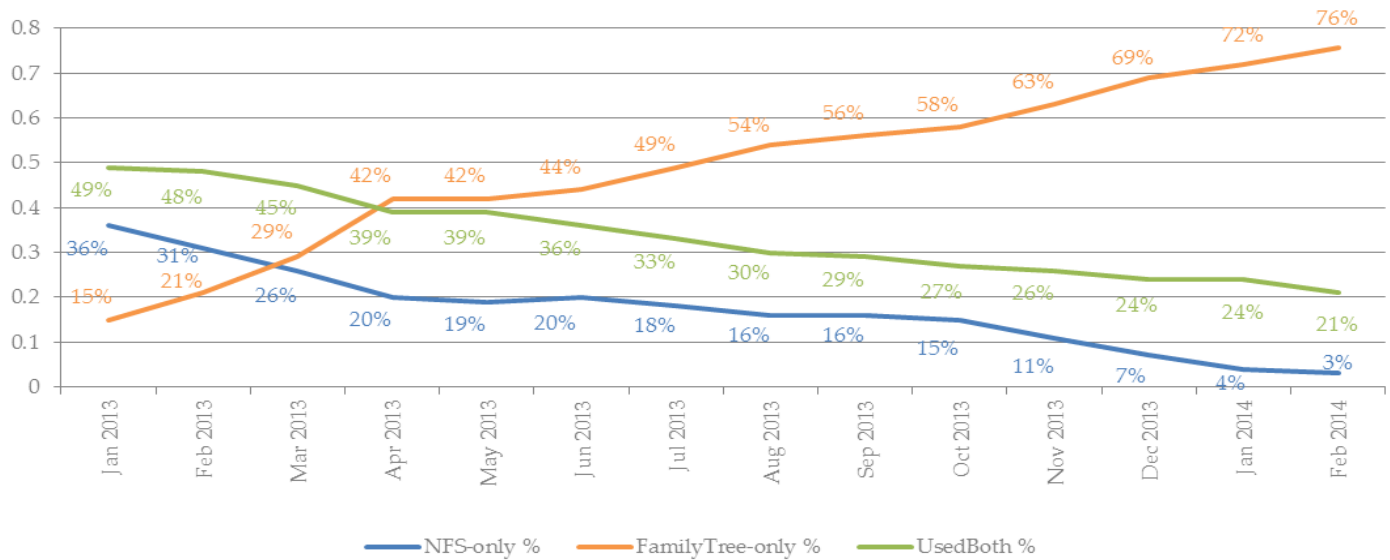


FamilyTree Member/Public*

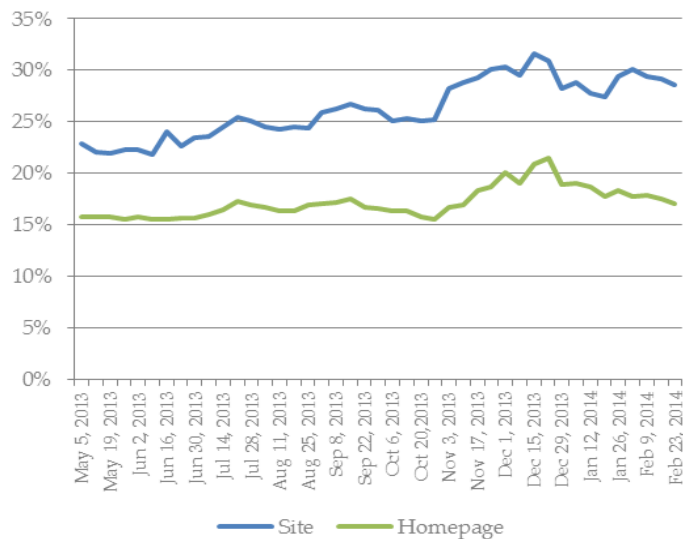


*Public includes users who at registration selected Non-Member, and Members w/o MRN so they are designated as low-confidence members.

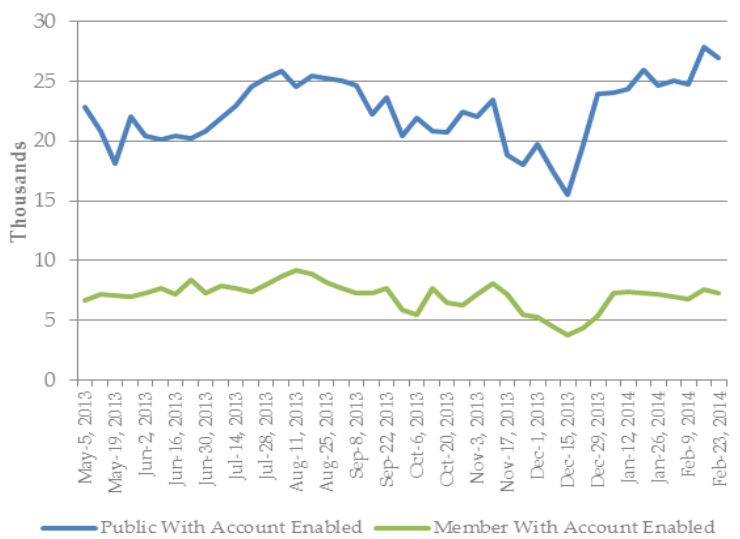
nFS and FamilyTree Usage



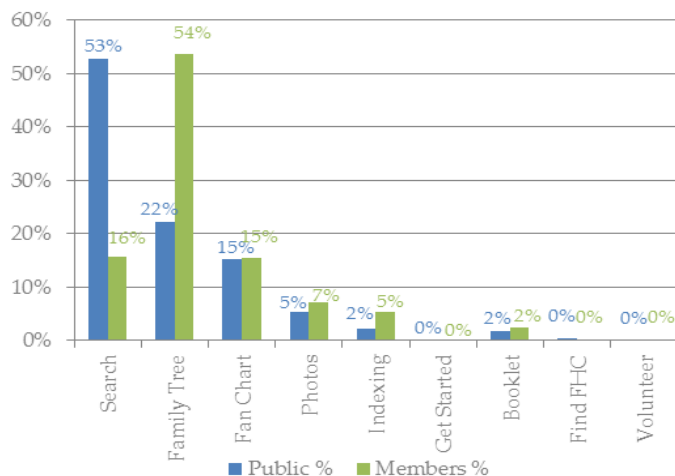
FamilySearch Website Bounce Rate



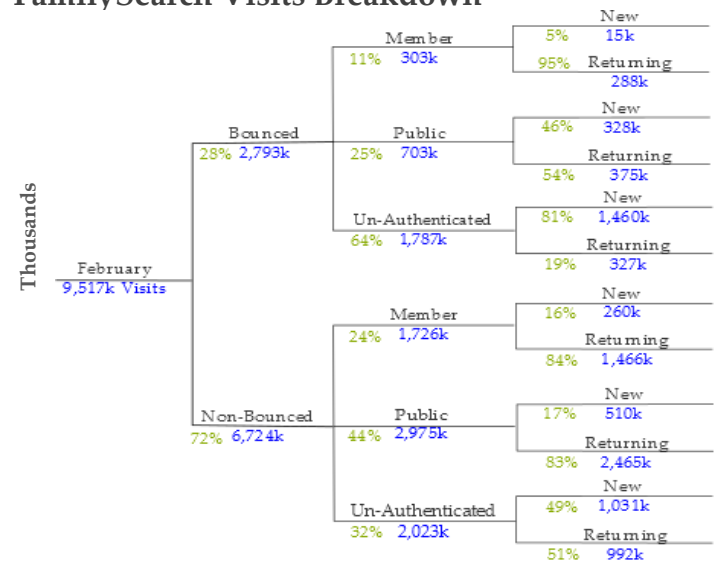
FamilySearch Monthly Registrations*



FamilySearch Homepage February Clicks



FamilySearch Visits Breakdown



* note: FamilySearch Monthly Registrations is sourced from actual registrations, not Omniture.

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February 2014